

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1917
A5F932
cop. 1



INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

June 19, 1943

LIBRARY
CURRENT SERIAL RECORD

JUN 28 1943

No. 11

FOOD FUNDAMENTALS

Info cues for the forthcoming educational program on wartime food problems are contained in Chester Davis' speech last Thursday at the annual meeting of the Dairymen's League Co-operative Association in New York. See USDA Release 2599-43.

Besides discussing basic problems of wartime food management, the speech lists certain important facts each American must understand as he thinks about food and acts to produce it, save it, share it, use it wisely and adjust his habits to changes required by war conditions. Here are the facts which lie at the heart of the educational program:

1. Food doesn't just happen; it has to be produced by work and planning and conserved by genius and care.
2. Our allies actually do depend in large measure on the food supply from which we eat so freely.
3. Our armed forces must plan with a margin of safety and for rapid replacement of supplies sunk at sea.
4. The civilian supply of food will be large enough for health and strength for all, but not for waste.
5. Rationing of some foods is necessary. Without it there would certainly be less fairness.
6. Never during this war can the consumer or producer settle down to assurance that all the food producing and food using habits can stay the same from here on out.

HOME TALENT SHOW

USDA's food show, "It's Up to You," will get its first local talent production when the Washington Workshop players open a week's run on June 22 in the USDA auditorium. Previous performances in New York and Washington were by a professional group. Admission is by purchase of a 25-cent war saving stamp. The production, which grows more timely by the minute, may be staged by non-commercial theatrical groups in any part of the nation.

POTATO, ONION CEILINGS AGAIN From May 25 to June 12, a farmer could sell potatoes or onions direct to consumers without a specific price control. But scarcities of both vegetables soon sent prices in such sales skyward, sometimes double ceilings for stores. In Amendment 2 to Revised Maximum Price Regulation 271, these sales again were brought under ceilings. For farmers who missed the new development, an info explanation would not be amiss. See OPA Release 2686 for details on how ceilings are determined.

PLEDGE OF COMPLIANCE

Five million home front pledge stickers promising compliance with the price control and rationing programs will be distributed at mass meetings OPA's field staff is organizing in areas where community price ceilings are in effect. As part of a 3-month educational push on prices, the meetings will explain what community ceilings are, how they work.

Since many rural people live in community price ceiling areas -- and more areas are being designated steadily -- USDA info personnel is asked to cooperate with OPA district offices in arranging and publicizing meetings. As the areas concerned expand, OPA may find special meetings for rural audiences are desirable. But in any case, the plan is an effective means for spreading info on price control and black markets.

Distribution of the pledge stickers will be followed in August by a program for obtaining consumer signatures to the home front pledges.

FINANCING FLOOD ACRES For June and July, WBs in flood states will prepare special reports showing amount of flood damage to RACC financed crops and extent to which such flooded acreage has been replanted to same or other crops through RACC financing. Since reports will be prepared on both state and county levels, they'll offer opportunity for timely info on RACC loans and advances. See WB Memo SD Reports 31X of June 14 for administrative directions and report forms.

MORE MACHINERY IN '44

WB info workers and Extension editors who've needed an inclusive statement on the 1944 farm machinery program will find just what they want in a Farm & Home Hour script for June 15.

It's an interview with M. Lee Marshall, WFA deputy administrator, announcing the news that WFB has authorized production of new machinery at an average of 80 percent of 1940 production (compared with 40 percent of 1940 this year) and removed restrictions on manufacture of repair parts. Don't let this script slip by without flagging for ready reference!

DIRTY LINEN Practical helps on cleaning up the soils of war will be aired on Consumer Time for Saturday, June 26 (NBC, 12:15 p.m. EWT), when "This Is the Way We Wash Our Clothes" will be the subject. Tips on ironing will go with the washing advice for those having trouble getting their laundry done.

DESIGN FOR PRODUCTION

Washington info work on production goals for the remainder of the year has been planned, month by month. Info aids are in preparation and will reach the field soon.

Leading off for July -- and continuing until harvest time -- is a campaign to FILL THE SILO. Spokesmen for the Dairy Industry Committee who are working with WFA on the 8-point program for more milk production (see Calendar No. 6, May 15) view this as among the foremost of the farm war production jobs. A glance at the notification copies of the industry's posters will show how important feed is in the program. Keep an eye open for background materials to come.

To help you clear decks for action, the July work sheet looks like this:

1. Fill the silo campaign.
2. Stretch the pasture by rotation, planting emergency pastures, supplemental feeding to conserve feed, using cut-over fields for pasture to save grass growth on regular pastures, planning for grass seeding.
3. Supplementary feeding to sustain dairy and meat production, stressing need for providing grain and forage.
4. Replace unsuccessful acreage in forage crops or other critical crops.
5. Push seed harvest and conservation, emphasizing AAA payments and price supports.

Or, to put it in dehydrated form -- GET MORE FEED AND USE IT WISELY!

KEEP THE GARDENS GOING Gallup Poll for June 12 showed 19,800,000 Victory Gardens growing in the U. S. This is a gain of 3,300,000 gardens over last year. About 7 million acres of land are under cultivation.

Conclusion is that most people have followed through on their April intentions so far. But another test of the Victory Gardens is still to be met. Those gardens must produce fall crops, too, before they're real successes. Planting late crops will begin generally about July 1. Many first-time gardeners are wondering what to plant for fall crops -- and now is the time to tell them. There's no room for idle space in any Victory Garden. All info workers should plug for fall garden crops whenever they can.

CANNING PLANS The Gallup survey on Victory Gardens also checked canning intentions. Results indicated 25 million families plan to put up 4,400,000 jars of produce this year -- about 175 jars per family canning. Housewives said they had on hand all but about 1/7 of the jars and cans they needed. This means 25 million families are interested in info on home canning -- what and how.

RADIO FARE Farm and Home Hour has scheduled these features for the week:
Monday, June 21, "Checking Up on Feed" and "20 Million Victory Gardens"; Tuesday, June 22, "More About Canning" and "Farm Work and Farm Workers"; Wednesday June 23, Secretary Wickard; Thursday, June 24, "Protein-Saving Rations for Beef Cattle"; Friday, June 25, "Strategy on the Dairy Front."

-----PUSHING HOME FOOD OUTPUT-----

In a wire to state Extension directors this week, an intensive radio and press drive during the next three weeks is urged for home food production, especially on larger farm Victory Gardens and town gardens. By getting in touch with OWI field offices, state Extension services can arrange maximum use of spot-radio announcements for appeals and instructions supplementing news material.

-----MEAT MOVEMENTS-----
Newest job assigned to county WBs is collection of data on all local slaughter other than federally-inspected slaughter, as outlined in WB Memo 372 Reports 32. The recently-established War Meat Board is getting reports directly from federally-inspected plants and quota slaughterers. But to do its job of helping adjust meat supply to demand, the board must have full information on meat production. WB reports will fill the gap in data. Trends revealed by the reports will provide ammunition for info on the meat program. The story will be important because a major objective of the War Meat Board is to maintain the flow of meat through federally-inspected plants where government services can obtain their requirements in adequate amounts without disturbing the trade unduly or disrupting civilian supplies.

-----ALLOCATING OUR FOOD-----

Beginning this week, a series of press releases on food allocations for the next 12 months will be issued. Each story will discuss one commodity, explaining how the allocation system works, percentages allotted to each claimant group, how the civilian food supply will be affected, why allocation and rationing is necessary. These stories will help you make info on foods at war specific and timely.

-----INFO CHECKLIST-----
Food Info Series items -- out and on the way -- include No. 20, background info on rope and twine conservation; No. 21, quotes from Herbert Lehman, director of the Office of Foreign Relief and Rehabilitation, on role of food in activities of his agency; and No. 22, a set of cartoon mats depicting war facts about food.

INQUISITIVE INFO Regional FDA info offices have received a questions-answers piece on the RFC meat subsidy and price rollback program for administrative use only. Other q&a's have gone out on the latest amendment to the bread order (FDO #1), the storage egg order (FDO #40), and the butter subsidy program.

DEHYDRATION DISPLAY The story of dehydration is told in a complete one unit exhibit now available to civic and consumer groups at FDA's regional offices. Easy to transport and set up, the exhibit emphasizes wartime value of the process as well as explaining how it's done, what it saves in time, weight and space.